

**Marketing:** School Year \_\_\_\_\_  
**Sports And Entertainment Marketing**  
**Course Code # 5023** Term: \_\_\_\_ Fall \_\_\_\_ Spring  
**½ Credit** \_\_\_\_\_ **1 Credit** \_\_\_\_\_ **2-3 Credits** \_\_\_\_\_

Standards to be completed for ½ credit are identified by one asterisk (\*).  
 Additional standards to be completed for one credit are identified by two asterisks (\*\*). A work-based component for 2-3 credits is identified by three asterisks (\*\*\*).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 35, with Work-Based Learning = 39; 1 credit = 46, With Work-Based Learning = 50	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will evaluate the significance and components of sports and entertainment as a viable industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Evaluate the sports and entertainment industry as a valuable segment of the economy			
1.2	Analyze the components of the sports and entertainment industry			
1.3	Recognize the importance of marketing to the sports and entertainment industry			
1.4	Analyze growth and trends of sports and entertainment as an industry in local, state, national and international areas			
1.5	Determine the career opportunities available in the sports and entertainment industry			

**\*Standard 2.0 The student will recognize the value of product research and development in sports and entertainment.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Discuss the issues related to selection of product and brand naming in sports and entertainment			
2.2	Assess demographic and geographic considerations related to sports and entertainment			
2.3	Evaluate the importance of market research and analysis in market segmentation			

**\*Standard 3.0 The student will evaluate the considerations involved in facility design.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Determine the requirements in choosing a location and/or building and operating a facility			
3.2	Examine operating procedures for a facility			
3.3	Evaluate financing opportunities for a sports and/or an entertainment facility			
3.4	Evaluate support activities in operating a sports and entertainment facility (concessions, security)			

**\*Standard 4.0 The student will interpret the importance of all aspects of product planning in sports and entertainment.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Evaluate the forms of product licensing and the product licensing process			
4.2	Compare the merchandising strategies utilized in sports and entertainment			
4.3	Examine product lines for sports and entertainment organizations (including manufacturing costs)			

**\*Standard 5.0 The student will examine the role of advertising as a promotional tool in sports and entertainment.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Evaluate the advertising forms (print, broadcast, specialty) suitable in the sports and entertainment industry			
5.2	Assess the value of advertising in the sports and entertainment industry			
5.3	Determine the role of advertising technology in sports and entertainment			

**\*\*Standard 6.0 The student will evaluate public relations as an element of the promotional mix.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Compares and contrasts media sources for public relations and advertising			
6.2	Compares/evaluates advance publicity in sports and entertainment			

**\*\*Standard 7.0 The student will explore event planning and other forms of sales promotion.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Evaluate the stages (planning to execution) required to manage an event			
7.2	Examine event possibilities in various sports and entertainment industries			
7.3	Compare the traditional and nontraditional methods of sales promotion utilized in sports and entertainment			

**\*\*Standard 8.0 The student will explore sports and entertainment sponsorships.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Evaluate the impact of sponsorship in sports and entertainment			
8.2	Determine the various types of sponsorship in sports and entertainment			
8.3	Analyze potential sponsorship opportunities			

**\*\*Standard 9.0 The student will evaluate ticket marketing strategies.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Examine ticket sales policies/strategies in sports and entertainment			
9.2	Analyze pricing strategies based on the sports and entertainment industry and target market			
9.3	Identify the components of a ticket design			

**\*Standard 10.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Demonstrate a knowledge of DECA			
10.2	Utilize critical thinking in decision-making situations			
10.3	Identify and develop or apply personal characteristics needed in leadership situations			

**\*Standard 11.0 The student will understand the importance of academic integration in the area of sports and entertainment marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Utilize proper grammar and writing skills			
11.2	Utilize effective communication skills			
11.3	Assess the value of art and design in sports and entertainment marketing			
11.4	Demonstrate an understanding of the properties of real numbers			
11.5	Apply algebraic procedures to solve equations and interpret results			
11.6	Interpret real data			
11.7	Demonstrate competencies in derived and indirect measurements			
11.8	Examine environmental issues in sports and entertainment marketing			
11.9	Evaluate social responsibility in sports and entertainment marketing			
11.10	Describe the scientific elements relevant in facility design			
11.11	Assess the impact of economic historical events			
11.12	Explore psychological and sociological patterns of individuals			
11.13	Analyze characteristics of a population			
11.14	Examine legal and ethical issues affecting the sports and entertainment industries			

**\*\*\*Standard 12.0 The student will demonstrate Sports and Entertainment Marketing Principles in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
12.1	Apply principles of sports and entertainment to a work-based situation			

12.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities		
12.3	Evaluate and apply principles of ethics as they relate to the work-based experience		
12.4	Employ the principles of safety to the work-based experience		

Additional comments:

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